

Ready-made SPRING TOGGER Lacks not in Distinction



This Lovely Frock meets Every Demand of the Most Fastidious Taste



A Satisfactory Dinner Gown can be Supplied at a Moment's Notice if Need Arises



Of Flowered and Plain Taffeta this Frock is Adorably Frilled and Furled

Easy To Procure Any Costume, Formal or Informal, at a Moment's Notice -- Lucky the Woman Who Can Wear Misses' Sizes -- Pretty Frocks of Silk in bewildering Quantity -- The Outing Maid Fitted Out From Top To Toe.

It is scarcely surprising that dress-makers from the expensive modiste who will not touch anything for less than fifty dollars for the "making" down to the little seamstress by the day who labors over the intricacies of paper patterns -- dwell in ease with which women can now provide themselves with any sort of costume in the ready-made departments of the shops. Everything, from lingerie to the complete evening lette-fan, slippers, and costume ornament included -- can now be secured at a moment's notice, and if woman must pay a little more than used to pay for her clothes, the convenience in time and trouble saved amply makes up to her -- and for the extra dollars involved. And the expense is not so much greater after all. For the shops abound with costumes at every degree of price. One may pay three hundred dollars for a ball gown if she chooses -- and seeks the desired stume in an exclusive shop where its models and Paris inspired modiste are offered. Or one may pick up very satisfactory little dance frock for as few as fifteen or twenty dollars if she is on the lookout for bargains -- and knows just where to shop. The vicissitudes of the manufactured stume business are growing and widening, widening and widening, and costumes are better and more satisfactory every season and one needs not wait until after a little going to do, after a little waiting, when the women who still cling to the notions of the home sewing room are to realize the saving in time, energy and nerves resulting from supplying the season's wardrobe from ready-made shops and shopkeepers.

Sample Gowns Offer Wonderful Opportunities. There are several places in New York where sample gowns are offered for sale at very low prices. These sample costumes have been worn perhaps four or five times by the "models" who put them at exhibitions of costumes for the sale. The gowns, copies -- most of them -- from very costly imported originals, are exhibited to the buyers of the Western department stores who come to New York at the seasons' exhibitions. In such exhibitions are given -- before the styles appear in the New York shops -- and orders are sent to the makers of the costumes for delivery later. Then the exhibitions are over, sample gowns are bought at low prices by small concerns who are a specialty of the business, and who display their attractive, in glass-fronted show-rooms, sending out cards to patrons -- one of the latter women living a few miles or so outside of the city. It is often possible to pick up really stunning tailors, at one of the sample places, for twenty-five or thirty dollars. Sometimes dancing frocks and little silk afternoon dresses can be obtained for from ten to twenty dollars. Naturally the sample



The Outing Girl is Gloriously Provided for by a Tailored Suit of White Corduroy and Soft Silk



A Tailored Suit of White Gabardine that has Every Merit of Exclusive Cut

gowns in the freshest, most perfect condition bring the best prices; but few of these costumes show any real signs of wear. A bit of lace may need re-pressing, a hook and eye may have become loosened, but otherwise the costume will be as fresh and charming as when it was made. The only drawback to the sample gown idea is the limited range of available sizes. All these costumes are in sizes 36 or 38, and the woman who wears a 40 or 42 size is hopelessly debarred from taking advantage of such opportunities.

Good Lines in Manufactured Frocks. Because lines, and not fit -- are the desideratum in smart dressing now, the manufactured costume is at its heyday of prosperity. The star of the dressmaker will rise again when daintily fitted bodices come back -- if ever they do come back -- for only in the personally built gown can the individual "good fit" be secured. It is lines that count now, and since the manufactured garment, designed to be an exact copy of the best lines, then the dressmaker-by-the-day would be able to achieve, the average woman prefers to buy ready-made. If some slight alteration is necessary, it will be attended to by the expert drier of the shop where she buys, or can be managed satisfactorily by the seamstress at home. There are women who cannot be suited with ready-made gowns because in figure they depart too far from the regulation measurements after which all manufactured costumes are modeled, but these women are the exception, not the rule; and there are manufacturing concerns now that turn out special sizes in women's wear -- which means gowns

for the stout women, and the stout women. Suppose, for example, that the woman of about five feet two inches high has a bust out of proportion with the rest of her measurements. She must buy size forty-two gowns and bodices to secure sufficient fullness over the bust, but the size forty-two costume is too wide across the back of the bodice, too large at the waistline and hip and much too long in the skirt. Alteration of the model, especially if it be a much trimmed lingerie frock will entail a good deal of work and will possibly spoil the lines -- to the ultimate ruin of the costume; but often an expert drier can achieve the seemingly impossible, though the cost of the elaborate alterations may make the price of the gown prohibitive. So, again, and yet again, it is the slender woman who has the best of it. She it is who can walk into any ready-to-wear department and slip into a smart costume of the regulation size, often wearing it out of the shop just as it is, and having her old gown sent home.

Protest Styles in the Misses' Department. Women of 34 and 36-inch bust measure often go to the misses' section for their frocks and tailored suits for styles in this department are apt to be more pleasing to the taste of the woman who can dress youthfully, than ready-made wear in regular women's sizes. Every garment in the misses' section is made for youth. Styles are snappy and picturesque and one pays no more for charm than for utility. In the women's section, on the other hand, charm is apt to come high. Ready-to-wear

The lingerie frock of flat lace and white pussy willow taffeta, and a tall-collared net blouse with a little neck-box of black moire. When an unexpected invitation comes, it no longer finds woman unable to accept because she "has nothing to wear." All she has to do is to headle herself down town -- to the shop that has her special favor and that is familiar with her taste. There she will be provided with a satisfactory dinner, dance or theatre gown and slippers, hair-ornament and fan to match will be picked out for her by the intelligent attendant in the gown department. Witness, if you please, the stunning dinner and opera gown, supplied just as it is, with slippers, opera bag, cane scarf and fillet for the hair, by one of the big department stores of New York. The gown is of coarse brocade with a girle and shoulder straps of sequins, the scarf of orchid tulle and the fillet of orchid velvet ribbon.

Evening Gowns While You Wait. An excellent example of the good service given by the ready-to-wear departments in tailored gowns is shown in the tailleur of white gabardine, which also, if you will note, depends on lines and not fit for its perfect distinction. The white suit is made especially smart by a tailored hat of black straw and checked black and

The Latest Whimsies in COIFFURING

PERFECT style in New York now permitted. The picture shows this Dutch Kiddle coiffure arranged for the evening, with a double string of pearls drawn down around the head in the manner of Mrs. Castle in "Watch Your Step." The pearls relieve the severity of the style and also keep the hair from flying about during the dance, for an exquisite "stun" and sleekness are part of the smartness of this small-boy hairdressing.

Quite in contrast to the Dutch Kiddle coiffure is the high hairdressing in another picture, and it might be suggested that this coiffure will be a haven of refuge for the shorn maid when the time of her boyish looks, for here is a hairdressing that may be made out of short hair with the addition of quite a bit of artificial hair on top. Hair piled high on the head is always suggestive of gaiety and liveliness. Hair dressed low on the neck is either Madonna-like, demure or stern in suggestion according to the type of its wearer. But it would be difficult for a woman with quantities of curly hair piled high on her head to look either stern or Madonna-like. Her role is gaiety, and if such a coiffure is becoming at all it is apt to be very becoming indeed. This hairdressing really requires the aid of artificial tresses.

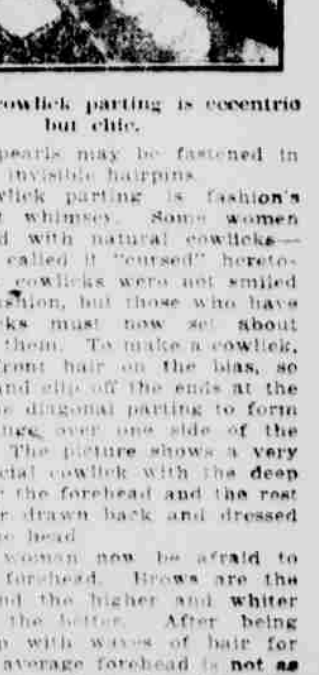
height. Draw the right side of the front hair outward at the side, allowing it to droop loosely over the ear in a soft wave, and twist and pin the ends out over the cushion and pin in place. Pinned in like manner with the left side, twisting and pinning the hair above the ear and drawing the ends over the top to give a smooth, rounded appearance. Lastly, twist up the back of the hair and draw the twisted ends around the base of the topknot as the picture shows. The



The Dutch Kiddle Coiffure, originated by Mrs. Vernon Castle, now becomes the Novice Coiffure as worn by Miss Frances Starr.



There is always a suggestion of gaiety in the high topknot. This is the latest way of making it.



The new cowlick parting is eccentric but chic.

string of pearls may be fastened in place with invisible hairpins. The cowlick parting is fashion's very latest whimsey. Some women are blessed with natural cowlicks -- they have called it "curled" heretofore, when cowlicks were not smiled upon by fashion, but those who have not cowlicks must now seek about achieving them. To make a cowlick, part the front hair on the bias, so to speak, and clip off the ends at the front of the diagonal parting to form a long fringe over one side of the forehead. The picture shows a very deep artificial cowlick with the deep fringe over the forehead and the rest of the hair drawn back and dressed close to the head. Let no woman now be afraid to show her forehead. Brows are the fashion, and the higher and whiter the brow, the better. After being covered up with waves of hair for years, the average forehead is not as white or as smooth as it ought to be, but a little treatment with cold cream and massage will soon bring back its marble fairness -- if it has not begun to show the tell-tale lines of age. If the latter case, it will be wiser to keep it covered with soft and becoming waves of hair.